

# 2024 Marketing Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
US Events TS=Trade Show TT=Table-Top UGM=User Group Mtg.	PAG (TS)		BPI West (TS) FlowTex (UGM)	METROFLOW (UGM) ISSCR Symposium US (TT) SoCal Flow (UGM) WI Stem Cell Symposium (TT)					ORVCA (UGM)	SFN (TS) NYSCEF (TS)	SITC (TS)	ASH (TS)
OUS Events					CYTO (TS) ISCT (TS)		ISSCR (TS)			ISSCR Symposium EMEA (TT)		ISSCR Symposium APAC (TT)
Webinars	Sensitive Cells & Unusual Samples				VERLO		Stem Cells Applications			TBD Stem Cells Customer		
Email	Nurturing Campaigns	Nurturing Campaigns	Newsletter Nurturing Campaigns	Nurturing Campaigns	Newsletter Nurturing Campaigns	Nurturing Campaigns	Nurturing Campaigns	Newsletter Nurturing Campaigns	Nurturing Campaigns	Nurturing Campaigns	Newsletter Nurturing Campaigns	Nurturing Campaigns
Blog Posts		Customer Story	Product Info		Application	Product Info		Customer Story	Product Info		TBD	Product Info
App Notes							Stem Cells					
Other Projects/Content	<ul style="list-style-type: none"> <li>VERLO Promo Video</li> <li>Website Application Page updates</li> </ul>			<ul style="list-style-type: none"> <li>Brand Playbook</li> <li>Website updates</li> </ul>			<ul style="list-style-type: none"> <li>Sales Deck refresh</li> <li>Corporate Deck refresh</li> <li>VERLO innovation award submission(s)</li> </ul>					

Month	January	February	March
US Events	PAG in San Diego – Jan. 13-16		BPI US West in San Diego – Mar. 11-14 FlowTex in Houston – Mar. 26-28
OUS Events			
Webinars			<b>Topic:</b> Sensitive Cells & Unusual Samples <b>Presenter:</b> Jill Blanck, FAS at NanoCollect
Email	<b>Campaigns:</b> -Targeted: Plant Regeneration  <b>Nurturing:</b> -Product Info Series Pt. 6: Ease of Use	<b>Campaigns:</b> -Targeted: Stem Cells Gene Editing Workflow -VERLO Early Access Program -Webinar advertising  <b>Nurturing:</b> -Product Info Series Pt. 1: General Info	<b>Qtrly Newsletter</b> <b>Campaigns:</b> -Targeted: Neutrophils  <b>Nurturing:</b> -Product Info Series Pt. 2: Microfluidics -Stem Cells Series Pt. 1: Workflow Overview
Blog Posts		<b>Customer Story:</b> Deep Hypersaline Anoxic Basin Research with the WOLF in the Gulf of Mexico	<b>Product:</b> Microfluidics – how samples move through the cartridge
Apps Team Content	Poster: Plant Bio @ PAGs		
Other Projects/Content		<ul style="list-style-type: none"> <li>Website Application Page updates</li> </ul>	<ul style="list-style-type: none"> <li>VERLO Promo Video</li> </ul>

Month	April	May	June
US Events	<div>METROFLOW in Terrytown, NY – Apr. 4</div> <div>ISSCR Symposium US in Cincinnati – Apr. 4-5</div> <div>SoCal Flow in Irvine, CA – Apr. 8-9</div> <div>WI Stem Cell Symposium in Madison – Apr. 17</div>	<div>ISCT in Vancouver – May 29-Jun. 1</div>	
OUS Events		<div>CYTO in Edinburgh, Scotland – May 4-8</div>	
Webinars			<div>Topic: VERLO Intro</div> <div>Presenter: TBD from NanoCollect</div>
Email	<div>Campaigns: <ul style="list-style-type: none"> <li>-Targeted: Stem Cells Cloning Workflow</li> </ul> </div> <div>Nurturing: <ul style="list-style-type: none"> <li>-Product Info Series Pt. 3: Laser Configurations</li> <li>-Stem Cells Series Pt. 2: Publication Quote</li> </ul> </div>	<div>Qtrly Newsletter</div> <div>Campaigns: <ul style="list-style-type: none"> <li>-Targeted: Oncology</li> <li>-Webinar advertising</li> </ul> </div> <div>Nurturing: <ul style="list-style-type: none"> <li>-Product Info Series Pt. 4: Fragile Cell Types</li> <li>-Stem Cells Series Pt. 3: Key Features</li> </ul> </div>	<div>Campaigns: <ul style="list-style-type: none"> <li>-Targeted: Marine Bio &amp; Oceanography</li> <li>-Summer Sale Promo (?)</li> </ul> </div> <div>Nurturing: <ul style="list-style-type: none"> <li>-Product Info Series Pt. 5: Sample Sterility</li> <li>-Stem Cells Series Pt. 4: App Note</li> </ul> </div>
Blog Posts		<div>Application: Gentle Cell Sorting for Stem Cell Workflows</div>	<div>Product: Laser Configurations – what are the options and how do you choose?</div>
Apps Team Content		<div>Poster: Cell-Cell Interactions for Immune Cell Function Analysis (w/ VERLO) @ CYTO</div>	
Other Projects/Content	<ul style="list-style-type: none"> <li>• Brand Playbook</li> <li>• Website updates</li> </ul>	<ul style="list-style-type: none"> <li>• VERLO Tech Intro Video</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Deck refresh</li> <li>• Corporate Deck refresh</li> </ul>

Month	July	August	September
US Events			ORVCA in Cincinnati – Sep. 12-15
OUS Events	ISSCR in Hamburg, Germany – Jul. 10-13		
Webinars		Topic: Stem Cells Applications Presenter: TBD from NanoCollect	
Email	Campaigns: -Targeted: Stem Cells Characterization Workflow	Qtrly Newsletter Campaigns: -Targeted: BSL3/Sterility -Webinar advertising  Nurturing: -Product Info Series Pt. 1: General Info -Stem Cells Series Pt. 6: TBD	Campaigns: -Targeted: Genomics
	Nurturing: -Product Info Series Pt. 6: Ease of Use -Stem Cells Series Pt. 5: TBD		Nurturing: -Product Info Series Pt. 2: Microfluidics -Stem Cells Series Pt. 1: TBD
Blog Posts		Customer Story: Stem Cells Research with TBD	Product: Cell Types – versatility of sensitive cell types sorted with the WOLF
Apps Team Content	App Note: Stem Cells Single Cell Outgrowth		
Other Projects/Content	<ul style="list-style-type: none"> <li>VERLO innovation award submission(s)</li> <li>WOLF Apps Video</li> </ul>		

Month	October	November	December
US Events	<div>SFN in Chicago – Oct. 5-9</div> <div>NYSCF in New York – Oct. 22-23</div>	<div>SITC in Houston – Nov. 6-10</div>	<div>ASH in San Diego – Dec. 7-10</div>
OUS Events	<div>ISSCR Symposium in Copenhagen – Oct. 2-4</div>		<div>ISSCR Symposium in Singapore – Dec. 10-13</div>
Webinars		<div>Topic: Stem Cells Research</div> <div>Presenter: TBD Customer Collab</div>	
Email	<div> <b>Campaigns:</b>            Targeted: Stem Cells Workflow            -Webinar advertising            -Year End Promos         </div> <div> <b>Nurturing:</b>            -Product Info Series Pt. 3: Laser Configurations            -Stem Cells Series Pt. 2: TBD         </div>	<div> <b>Qtrly Newsletter</b>  <div> <b>Campaigns:</b>                -Targeted: Cell Therapy                -Year End Promos             </div> <div> <b>Nurturing:</b>                -Product Info Series Pt. 4: Fragile Cell Types                -Stem Cells Series Pt. 3: TBD             </div> </div>	<div> <b>Campaigns:</b>            -Targeted: Immunology         </div> <div> <b>Nurturing:</b>            -Product Info Series Pt. 5: Sample Sterility            -Stem Cells Series Pt. 4: TBD         </div>
Blog Posts		<div>TBD: TBD</div>	<div>Product: Accessories – what they do and when you want to use them</div>
Apps Team Content			
Other Projects/Content			